

PENSONIC

Your Enjoyment

Loyal customers,
your trust and support fuel our passion

2022

2023



*thank
you*

from the bottom of our hearts!

From Humble Beginnings to Market Leader

Founded in 1965 in Penang as Keat Radio and Electrical Co., Pensonic Holdings Berhad has grown from a small workshop into Malaysia's leading local brand. In 1988, it became the first Malaysian-owned company to manufacture Electrical Home Appliances, paving the way for expansion into Original Design Manufacturing (ODM) and a multi-brand strategy that now includes Lebensstil Kollektion, Cornell, Tough, and exclusive distribution rights for Morphy Richards in Malaysia.

Decades of dedicated brand-building, competitive pricing, and a commitment to quality have solidified Pensonic's market-leading position locally.

The company has earned numerous accolades, including the SOBA 'Gold Award for Best Brand' in 2022 and 2023, the Putra Brand Awards, the National Creativity & Innovation Award, the Malaysia Good Design Mark, and the Energy Efficient Product Awards. With ISO 14001 and ISO 9001:2015 certifications, as well as product approvals from Suruhanjaya Tenaga and SIRIM certifications, Pensonic is well-prepared for global expansion.

Under the visionary leadership of Founder Y.Bhg Dato' Seri Chew, who believes that limitations are barriers we impose on ourselves, Pensonic continues to push boundaries and deliver innovative products to meet the evolving needs of its customers.

